

8 August 1972

MEMORANDUM FOR: Chief, Printing Services Division

THROUGH : Chief, Systems Staff

SUBJECT : Equipment Approvals

1. The purpose of this memorandum is to request needed policy guidelines from you (or the OL/DDS level if you determine it necessary) concerning the criteria for approval of copying equipment. A request from OF for conversion of a SCM 111 copier to the new Xerox 4000 and a request from ONE to replace an A.B. Dick 650 with a Xerox 660 will be used as examples.

2. The motive for generation of this memorandum stems from the countless hours spent by the Systems Staff in discussing copying equipment and costs with requestors. The hours spent are wasted since the customer has already made up his own mind and has been visited by the Xerox representative to discuss and plan the installation. The discussion ends with, "I want the best - I want a Xerox."

3. Machine selection is no longer a technical feat. Most requestors see ads or see demonstrations and want that particular model. Even if you didn't know anything about equipment, you can call a company and ask for a salesman to visit - this happens.

4. With problems of technical selection reduced, two factors or criteria remain. On quality, two points can be made. First, Xerox is among the best along with IBM. Secondly, requestors inevitably state "The DDI, DDS, etc., refuse to accept copies on slick (zinc coated) paper."

5. Cost is the final criteria. In most cases Xerox is more expensive. As an example, the accompanying OF request will cost an additional

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\$1,200 annually over the present system. The usual customer response is: "The quality improvement justifies the cost."

6. Your comments are respectfully requested on the matters discussed above and on queries such as:

- a. Should Systems Staff attempt to talk a requestor out of a desire for Xerox quality?
- b. Should it be Agency policy that all copiers be "Xerox" or IBM quality?
- c. Does increased quality justify extra cost?
- d. If c. is true, why not replace Xerox 660's and 720's with the superior IBM model?

7. As a suggestion for improving the present situation, perhaps a three-part checkoff or approval system is in order.

a. OPPB (Fiscal Responsibility) - The long-range effects of copying growth and decentralization leads to more expensive means of copying and the demise of centralized facilities such as SPP and GPP.

b. IPC (System Responsibility) - Uncontrolled copying may be contrary to efforts to reduce paper work and production.

c. PSD (Technical Responsibility) - A central point for selection of the best model, evaluation of the latest models, and guidelines for the copying vs. offset decision.

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